

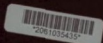


**'93 INDY 500 CHAMPION.**

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16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

700000-007



**VOID** GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.



**Present this Special Ticket Offer  
at the area designated on the front  
of this card.**



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**VOID** Limited to Twenty-one year olds or older.  
Not accepted. Nontransferable.

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**Good toward purchase of \$25  
or more from the  
Official Track Gear Catalog.**

Expires December 31, 1993. \$5.00 off Marlboro World Championship Team Official Track Gear. Use this coupon toward your next Official Track Gear purchase. Limited to smokers 21 years of age or older. \$5.00 off Official Track Gear only available through the Official Track Gear Catalog. Limit one coupon per order. Not to be transferred, sold, or repurchased. No license required. Any other use constitutes fraud. Offer good only in U.S.A. Offer void in Hawaii and Wyoming or where otherwise prohibited. Offer void at Philip Morris and its advertising agencies' employees. Cash value .0001.

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**VOID**

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**SMOKERS SURVEY CONTINUED**

1. What is your regular brand of cigarettes that is the brand you smoke most often?

Name \_\_\_\_\_

2. In your regular brand...? (Check one) ☐ Low tar ☐ Ultra low tar ☐ Full flavor
- ☐ Light ☐ Medium ☐ Full flavor
3. Do you usually buy it by the...? ☐ Pack ☐ Carton ☐ Both ways
4. How long have you smoked this brand? ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years
5. What... ☐ 3 to 5 years ☐ Over 5 years

Name \_\_\_\_\_

6. Which of the following comments best describe the way you use cigarette coupons? (Check all that apply)
- ☐ I use almost any cigarette coupon I get
- ☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand
- ☐ I only use coupons if they are for my regular brand
- ☐ I never use coupons for cigarettes
7. Which of the following best describes you? (Check one)
- ☐ White/Caucasian ☐ Asian
- ☐ African-American/Black ☐ American Indian
- ☐ Hispanic ☐ Other \_\_\_\_\_

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8. Please list all the brands of cigarettes you smoked at least one pack or more in the past two weeks. How many packs did you smoke of each brand? (List as many brands as you want. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

9. Please indicate below the extent to which you seek special offers on cigarettes. (Check all that apply)

I look for special offers for my cigarettes ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand ☐ Frequently ☐ Occasionally ☐ Never

10. Which of the following do you enjoy in a regular pack? (Check all that apply.)

- ☐ Taste ☐ Smell ☐ Mouth on car
- ☐ Personal computers ☐ Soft ☐ Selection at home
- ☐ Photography ☐ Different taste/smell ☐ Sweet
- ☐ Specimen signs ☐ Smell ☐ Flaming
- ☐ No to show/covers ☐ No to show/covers ☐ No to show/covers

11. Please remove my name from your mailing list.

By returning to the survey above and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive two samples of cigarettes and nicotine tar in the mail, subject to appropriate state and federal law.

Signature \_\_\_\_\_ Date of Birth \_\_\_\_\_